

TITLE: Community Relations Manager

Page 1

DEPARTMENT: Environmental ServicesREPORTS TO: Environmental Services DirectorSUPERVISES: Information Specialist, Administrative Supervisor, Admin AnalystDEFINITION:

Plans, develops, and supervises the community relations program for the department. Provides information and interprets department programs to the public.

ESSENTIAL JOB FUNCTIONS-- (Any one position may not include all of the duties listed nor do the listed examples include all tasks which may be found in positions of this class.)

Supervises community relations activities in the department to achieve goals within budgeted funds and available personnel; reviews progress and makes changes in priorities and schedules as needed.

Supervises and coordinates activities of staff; plans and organizes workloads and staff assignments. Conducts performance evaluations and initiates and implements disciplinary actions as warranted. Resolves grievances and other personnel matters. Provides training and motivation as necessary.

Recommends and implements policies, procedures, and performance standards to assure efficient and effective customer relations strategies and activities in compliance with department and City guidelines, goals, and objectives.

Promotes public and intra-department understanding of department programs and projects; may develops media releases and conducts or supervises presentations to neighborhood workshops. Develops and maintains contacts with the media.

Manages the coordination of communication activities with other City staff to assure timely and effective public outreach and information dissemination.

Prepares the program budget based on staffing and resource requirements, cost estimates, and objectives and goals. Monitors and documents expenditures assuring compliance with approved budget.

Implements program improvements to existing customer relations systems and procedures; monitors the status, performance and quality of on-going and in-progress systems and services.

Develops, conducts, and coordinates intra and inter-departmental training on department programs and projects. Participates on the department's management team.

Ensures the resolution of inquiries, complaints, problems, or emergencies affecting the availability or quality of services. Responds to the most sensitive or complex inquiries or service complaints.

Serves as DES staff liaison to the DES Council Advisory Committee.

Coordinates DES volunteer and internship activities and participates in establishment and operation of volunteer programs within the department.

Serves as department Public Information Officer during emergencies in the Incident Command System.

Serves as a member of the department management team.

OTHER JOB FUNCTIONS

Provides public outreach for other departments as needed and performs special projects as assigned.

Performs other related duties as assigned.

WORKING CONDITIONS:

Duties are performed in an office environment .

QUALIFICATIONS:

Knowledge of:

- Public relations principles, practices, and strategies.
- Department programs and projects.
- Fiscal management including budget preparation, expenditure control and record keeping.
- Supervisory principles, practices and methods.
- Laws, rules, regulations and city codes applicable to assigned operations.
- Department procedures, policies, and terminology.

Ability to:

- Plan, organize and oversee assigned work programs, including monitoring work schedules and evaluating the work of subordinates.
- Develop goals and objectives for assigned operations.
- Analyze and evaluate operations and develop and implement corrective action to resolve problems.
- Supervise, assign, and evaluate the work of assigned employees.
- Communicate effectively, both orally and in writing.
- Establish effective working relationships with the general public and other City employees.
- Physical ability to perform the essential functions of the job.

Education and Experience -- Any equivalent combination of education and experience which provides the applicant with the knowledge, skills, and abilities required to perform the job. A typical way to obtain the knowledge and abilities would be:

TITLE: Community Relations Manager

Page 3

Bachelor's degree in Public Relations, Communication, or related field and four years of progressively responsible public relations experience. Public agency experience preferred.

Licenses, Certificates, and Other Requirements

Valid driver's license

Approved: 7/1/92

Revised: 11/00, 3/12/04

Union Code: NR

FLSA Status: EX